

MAR 29 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3622
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD AND COMPUTER PROGRAM)	March 29, 2005
PRODUCT FOR SELECTIVELY DISPLAYING)	750 B Street, Suite 3120
INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	
)	Customer No.: 24955

**FACSIMILE TRANSMITTAL LETTER FOR -NOTICE OF APPEAL AND APPELLANT'S BRIEF
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES UNDER C.F.R. §1.192**

Commissioner of Patents and Trademarks
Alexandria, VA 22313
Facsimile No.: (703) 872-9306


Dear Sir:

In connection with the above-captioned patent application, enclosed herewith are the following:

- (1) A Notice of Appeal;
- (2) Appellant's Brief in 8 pages, along with Appendix A in 5 pages, Appendix B in 1 pages and Appendix C in 1 page.

The Commissioner is hereby authorized to charge \$1,000 to Deposit Account 09-0460 for fees required under 37 CFR 1.16 or 1.17.

Respectfully submitted,



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JLR:jg
Enclosures

We are transmitting a total of 17 page(s) including this cover sheet on March 29, 2005.

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